Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_ / 20 points

CDC Ad Campaign Worksheet

WHO?

1. What does CDC stand for?

WHAT?

1. What did CDC do?
2. How much did it cost?
3. What happened to the number of calls to their hotline?

WHEN?

1. When did the ad-campaign start?
2. How long will the ad-campaign last?

WHERE?

1. What does “national advertising effort mean?”

WHY?

1. Why did they launch the ad-campaign?
2. How long has the government been warning the public about smoking?
3. List four negative effects of smoking that are featured in the ads: